

## ASPIRATION

**EVERY MISSOURIAN EMPOWERED WITH THE SKILLS AND EDUCATION NEEDED FOR SUCCESS.**

## THEMES

**RAISE  
AWARENESS OF  
OPTIONS**

**MORE MISSOURIANS  
ON A PATH TO  
SUCCESS**

**INCREASE QUALITY  
ATTAINMENT**

**MAKE DHEWD THE  
BEST PLACE TO  
WORK**

**DRIVE  
PERFORMANCE  
AND OUTCOMES**

## INITIATIVES

### LAUNCH BIG GOAL AWARENESS CAMPAIGN

- (1) Promote 60% attainment goal and Five to Thrive postsecondary paths (new marketing materials, and digital and road campaign)
- (2) Partner with college public information officers to promote Missouri higher education

### INCREASE AWARENESS OF RESOURCES TO PLAN CAREER AND POSTSECONDARY PATH

- (3) Launch Phase 1 of job center marketing strategy (understand customers, services, and brand awareness and positioning) [no longer a standalone initiative; combined with (6)]
- (4) Integrate and redesign DHEWD website; develop plan for MERIC and jobs.mo.gov websites

### INCREASE HIGH SCHOOL MATRICULATION TO POST- SECONDARY EDUCATION

- (5) Expand Journey to College program outreach to K-8 and adult high schools (Five to Thrive focus)

### INCREASE OUT-OF-SCHOOL MISSOURIANS IN QUALITY JOBS OR POSTSECONDARY EDUCATION

- (6) Develop strategy for job centers and partnerships
- (7) Develop strategy to improve WIOA performance

### ENSURE AFFORDABILITY

- (8) Benchmark best practices to increase FAFSA filing and begin implementation
- (9) Complete roll-out and implementation of Fast Track as funding for adult education

### BETTER ALIGN POST- SECONDARY EDUCATION WITH WORKFORCE NEEDS

- (10) Expand delivery of industry recognized credentials
- (11) Expand apprenticeship and work-based learning program options, and launch Apprenticeship Connect portal

### DECREASE BARRIERS

- (12) Develop quality attainment strategy for modern students (e.g. military transfer equivalency, adult learners, etc.)
- (13) Study, implement, and convene individuals around equity strategies
- (14) Advocate for resources to expand access to dual credit (removed to reflect new priority on core funding)

### INSPIRE TEAMS BY CONNECTING THEM TO MISSION AND VALUES

- (15) Connect staff to their role in DHEWD's mission
- (16) Develop and connect team members to organizational values (*on hold; will reevaluate on 8/15*)

### ENSURE ALL STAFF HAVE OPPORTUNITIES TO LEARN AND GROW

- (17) Standardize onboarding for all new DHEWD employees
- (18) Establish professional development and training plans for all employees

### CREATE ONE-TEAM CULTURE

- (19) Establish Best Place to Work committee and fun/social events calendar
- (20) Implement rewards and recognition program

### USE FORWARD-LOOKING INSIGHTS TO DRIVE DECISIONS

- (21) Improve workforce data inputs, analyses, and outputs to drive usage and system outcomes
- (22) Design service model to provide analytical support internally and to partners

### PROACTIVELY TRACK AND MANAGE PERFORMANCE

- (23) Develop performance management metric dashboards for education and workforce system
- (24) Launch regular organizational health survey and dashboard
- (25) Launch project management tool and initiatives dashboard

### IMPROVE MANAGEMENT OF FINANCIAL RESOURCES

- (26) Overhaul fiscal and budget structure and processes